

HAND MADE *Lingerie*

ENTRANCING LOVELY
Moderately Priced



Choosing hand-made night gowns made of sheer French batiste trimmed with real flax and baby fringe down with a look. Hand-made corsets run through with ribbon, lace or flowers or flowers.

\$11.25

Plus Tax Cts.



Choosing hand-made night gowns made of sheer French batiste trimmed with real flax, baby fringe down, corsets run through with ribbon, lace or flowers or flowers.

\$8.75

Plus Tax Cts.



Of sheer French batiste in this evening gown, trimmed with baby fringe down and the hand corset. Also can be had in blue. \$11.25

Plus Tax Cts.

A. Saab
24 WEST 59th STREET, NEW YORK
First Floor in the
Hotel Plaza



Bathing-suits are no longer made of unattractive fabrics, for the adorable one above at the left is of black satin and black tricotette, with a full short skirt banded with deep rose stripes. In the center dark blue dorecyn makes the bathing-dress, and a violet velvet panel, striped in rose yarns, eddy trim it. The last suit is also of midnight dorecyn, with a taupe that is trimmed with buttonhole stitching in white wool.

COLORFUL SUITS FOR THE BATHING HOUR



Models from
BONWIT TELLER & CO.

A suit that will allow for any amount of strenuous swimming is the one above at the left. It is of black silk and has been trimmed with contradictory to white worsted. At the right is one of violet satin that is quite modestly adorned with little bands of rayon stitching in a brilliant shade of blue.

GRAY HAIR TELLS TALES



Banish It!

AS discordant as a costume of pink and orange, or as a precious jewel set in a tarnished mounting, is a youthful, piquant face framed in gray, faded hair.

Inattention to this important detail of the toilette is responsible for the failures of many women of otherwise impeccable appearance to win recognition in society or advancement in the professions or in business.

Gray, mottled or streaked hair may not be any more readily condoned than soiled linen or a shiny nose. To be well groomed the hair must be neatly coiffed and any gray spots or streaks must be tinted.

BROWNTONE

Absolutely harmless and instant in its results is the BROWNTONE method for restoring to faded, gray hair all its pristine beauty and exact original color—any shade from golden to black.

Send 11 cents for Trial Bottle

and valuable booklet on the care of the hair.

Two colors: "Light to Medium Brown" and "Dark Brown to Black." Two sizes: 15 cents and \$1.15. In Canada, 50 cents and \$1.50.



The Kenton Pharmacal Co.

WINNERS 4th CONGR. B.S.S. CONVENTION N.Y. U.S.A.

Milo
VIOLETS
DELICATELY SCENTED
GOLD TIPS
25¢ for 10
BOX DELUXE OF
100 \$2.50

If your dealer cannot supply
you write Dept. MV,
1700 Broadway
New York



PECK & PECK

Peck & Peck

WOMEN'S wool sport stockings, long appreciated abroad for their suitability and comfort, were early introduced in America by Peck & Peck.

Imported qualities now being received are exceedingly smart for both town and country wear.

Mail Orders Filled Promptly

PECK & PECK
EXCLUSIVE HOSIERY
586 Fifth Avenue at 48th Street
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Also at 4 No. Michigan Blvd., Chicago
Palm Beach and Newport

PECK & PECK



Bownet
(Imported)

The only re-sterilized human hair net

**Why you should insist upon
sanitary hair nets!**

The intimate character of a hair net alone should prompt you to *insist* on Bownet—the only hair net that is re-sterilized after it is imported to this country.

Then to protect you against the possibility of its being handled by other shoppers for matching, Bownet is sealed in a dainty double envelope. Without touching Bownet you make your selection from the exceptionally wide variety of sixteen shades shown on the Bownet Shade Guide, at your dealers.

Your hands alone break the seal and disclose this delicately fragrant invisible marvel mesh of real human hair—Bownet.

B O W N E T
NEW YORK
IMPORTERS

MAXON MODEL COWNS

1547 Broadway at 48th

NEW YORK

Our Flight up
Take Elevator

Established
1899

*This Springtime
You Can Dress
Distinctively But Economically*

ANY, many women of moderate income, yet who adore luxurious clothes, have solved their dress problem fascinatingly through Maxon's. A unique, only-one-of-its-kind Shop, selling nothing but exhibition costumes in model sizes—original photo-room sampler from foremost creators—Maxon marked at just about half the prevailing prices because they are samples!

Now, a larger collection than ever before of Springtime Model Suits, Frocks, Wraps, Evening Toilettes and Sport Tops. Novel, luxurious fabrics. Superb styles. Prices merely half those asked elsewhere. No two models alike!

"Two Unusual Costumes at the Usual Price of One."

No Appointments No Catalogues



BENGAL-ORIENTAL RUGS

REPRODUCTIONS



The best types
of Oriental rugs
have been used as
studies for
BENGAL
ORIENTAL RUGS

EVERY detail of design and coloring faithfully followed—woven of the best wool yarn obtainable—the colors soft and carefully blended—the result is a rich, pliable fabric that is a delight to the lover of rugs from the Orient. BENGAL-ORIENTAL RUGS are priced at one-third to one-fourth the cost of the Oriental rugs which inspired them.

Portfolio of color plates sent without charge, also nearest dealer's name.

JAMES M. SHOEMAKER & Co.
14-16 WEST 39th STREET . . . NEW YORK, N. Y.



Fishson
Jewelry of Distinction



Beauty is not Captive
to Costliness!

THE out-worn belief that good taste and exquisite design are fostered only by expense, is disproved by the Fishson Jewelry reproductions.

They are moderate in price—and yet what loveliness is theirs!

Designed with rare artistry; wrought with cunning skill, they create the effect of costly metals and precious jewels, yet they are devoid of extravagance.

Each Fishson Reproduction is a thing of beauty in itself and is always appropriate.

Fishson Jewelry is on sale in the better shops at from \$2 to \$50. The Fishson line includes Bar Pins—Rings—Ear Rings—Hair Ornaments—Shoe Buckles, etc., in STERLING and SILVERITE. Look for the trademark—Fishson, stamped on each piece.

Henry W. Fishel & Sons
126 West 22nd Street, New York City

Moulding the Mouth

"Of all the organs of sense, the mouth admits, I believe, of the greatest beauty and the greatest deformity." — Emerson.

HERE'S a formula for a pretty mouth—Contentment and Mrs. Adair! In proportion as the sensitive muscles about the lips become habituated to a cheerful expression and retain their elasticity, do mouth, chin and cheeks assume lovely contours and remain youthful. Mrs. Adair's Soapless Muscle Treatments and Ganesh Pomatations keep the muscles of face and neck mobile and elastic. Applied regularly, they lift, restore and firm sagging flaccid, heavily unlovely lines, bring color to lips and cheeks and leanness to the chin.



Ganesh Preparations

If you cannot enjoy the famous Soapless Muscle Treatments in the Salons of their originator, Mrs. Adair, you can use the same methods in your own home with the essential Ganesh Preparations. These are fully described in Mrs. Adair's Lecture Book, sent on request of 1c postage. Mrs. Adair will gladly advise you how to use them and how to overcome any unsatisfactory conditions they trouble you—just write her. When ordering preparations, please add 4c tax to your remittance.

GANESH CLEANSING CREAM—A rich, penetrating cream which clears the pores of all impurities and leaves the skin soft and rosy. 75c, \$1.50, \$2.50.

GANESH DIABOLIC TONIC—Firms and strengthens the skin, tightens it under the chin and along the jaw, white and fine of texture. 50c, \$1.50, \$2.50.

GANESH NEIGE CREAM—A "powder base" which protects the skin and keeps it smooth and velvet. —Glycerine. Fresh, cream, white. \$1.50.

GANESH MUCKLE OIL—Effaces wrinkles, lifts sagging flaccid folds, thins, wonderfully softening. \$1.50, \$2.50, \$5.00.

GANESH SKIN FOOD—Restores parched, cracked, flaking skin. Good for winter. 50c, \$1.50, \$2.50.

GANESH ACNE LOTION—For eruptions, red pimples, blackheads and pruritus, skin is the most efficient of remedies. \$1.50.

GANESH MANDELLETTES—For swollen, tired, lined eyes. Box of 12, \$2.50.

GANESH ANTI-PUFF LOTION—For puffiness under the eyes. \$1.50.

GANESH LILY LOTION—A protective shield powder which refines the skin and gives a lovely finish to face, neck and arms. 75c and 10c; 10c, 25c, cream, white. \$1.50, \$2.50.

ELEANOR ADAIR 557 Fifth Avenue, New York

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SHOE CRAFT

27 W. 38th St. NEW YORK

WIDTHS AAAA TO D • LENGTHS 1 TO 10

"Are Nous Not Charmants?"

query the ShoeCraft Shoes for spring, which fashionably speak the new Franco-American language. Combining Parisian coquetry with American grace, and emphasizing the ShoeCraft characteristics of luxurious quality and perfect fit, they are irresistible to behold, enduringly satisfying to possess!

TULIP—Very becoming is this one-eyelid tie with shortened vamp and slender contour. Its snug fit at heel affords security. Developed in dark brown oozie, white buck, or pearl gray buck, \$20.

Sent for Catalog H-3 and Measurement Chart. Mail Order Discount. No guaranteed. Charge Accounts.

TULIP



TARQUER



FLEUR de LIS HANDMADE BLOUSES



FOR the woman who takes pleasure in the fineness of each little seam, in exquisite drawn work, fine hemstitching and hand tucking—the "Fleur-de-Lis" Hand Made Blouse is a revelation of daintiness.

In the Fleur-de-Lis blouse EVERY STITCH IS MADE BY HAND and the resulting ensemble is perfection. Priced from \$5.95 up.



Look for this label.

The Fleur-de-Lis blouse is sold in most good shops. Write for our style booklet.

WEIL & WEIL Inc.

36 East 31st St., New York

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RIGHTLY TERMED

*"The Cold Storage
of the Home"*

BOHN REFRIGERATOR CO.
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Catalog on Request



SOME CHIFFON AND A BIT OF LACE—BEHOLD A NEGLIGÉE

*A most alluring negligée is of
siftily hand chiffon. Its yoke
and kimono-like sleeves, to-
gether with its long sweeping
train of heavy lace, give it much
dignity and feminine charm.*



*Models from
BONWIT TELLER*

*Hyacinth-blue chiffon and lovely lace have
been used for the robe at the right, and
to trim it there are palest pink ribbons,
knotted and fluttering at sleeves and hem.*

*The cloudy confection of chiffon and lace
below has a long filmy train in French blue.
With this one wears a peasant cap to ac-
cord with the negligée in fabric and design.*





Correct and Faultless
are all of the new

La Mode
Smart
MAIDS' UNIFORMS

shown at your favorite store.

No. 385. Illustrated above, of good quality black cotton pongee, with white collar and cuffs. Price \$7.50.

Write Dept. II for complete style book.

HAYS AND GREEN
352 FOURTH AVE. NEW YORK

DeMiracle
Every Woman's Depilatory

Hair-free Underarms

WHETHER your costume be athletic tugs or evening gowns, the underarms should be smooth.

The only common-sense way to remove hair from the face, neck, arms, underarms or legs is to depilate it. DeMiracle, the original sanitary liquid, alone works on this principle. Unlike pastes and powders which must be removed by the user, DeMiracle is just the right strength for instant use. It never deteriorates. DeMiracle is the quickest, most cleanly and easiest to apply. Simply wet the hair and it is gone.

Three sizes: 6oz., \$1.00, \$2.00
10 oz. white container, or glass from 10 oz. glass container, or glass from 10 oz. glass container, or glass from 10 oz. glass container.

DeMiracle
Dept. D-14, Park Ave., & 129 St., N. Y. C.

MOLLIE KING
Stage and screen star, wearing negligée trimmed with "J. C." Lady Fair Ribbon

LONG ribbon streamers, a mere suggestion of lace and the conspicuous absence of heavy embroidery—these are the index of beautiful negligée.

Ribbons present genuinely new dress delights for the leisure-hour garments.

"J. C." RIBBONS

are AMERICA'S BEST—there's one for every need—buy them by name—

Lady Fair	Violet
Satin de Luxe	Sankanac
Trousseau	Democracy

(All registered trade mark names)

Sold by all leading ribbon departments

JOHNSON, COWDIN & COMPANY, Inc.
"America's Best Ribbons"

40 East 30th Street New York

Send 10 cents for **RIBBONOLOGY**—shows how to make useful ribbon novelties.

Secrets

Many secrets you will find revealed in the green box of

Nadine Face Powder

They are secrets which every woman would solve—secrets of personal charm.

The secret of a rose-petal complexion—NADINE'S own gift to womanhood.

The secret of lasting charm, charm which endures throughout the day.

The secret of skin comfort—of refreshing coolness, with never a hint of harm.

To you, as to a million other women, NADINE will reveal these intimate secrets.

It remains only for you to procure NADINE from your favorite toilet counter or by mail—60c.

NATIONAL TOILET CO.,
Department B.
Paris, Tenn., U. S. A.

Flask
Pink
Brasserie
White

Maternity

DON'T be a "shut in" mother. Don't endanger your coming baby's health and life by depriving yourself of customary outdoor and social activities.

Lane Bryant specially designed maternity clothes conceal the condition and enable the expectant mother to appear in public without embarrassment. The same smart styles that other women are wearing. Patented adjustments allow expansion. May be worn after baby comes—therefore not an extra expense.

Dresses -	\$9.75 to \$25.00
Costs -	\$4.75 to \$15.00
Skirts -	\$9.50 to \$20.00
Waists -	\$5.00 to \$12.50
Corsets -	\$2.50 to \$10.00

Everything for Baby, Too

It equals in width any of our five stores in New York, Chicago, Detroit, Washington or San Francisco, Write Dept. II for the free Size Book. Mailed in plain wrapper.

Lane Bryant
21-23 W. 38th St., New York



Smart School Frocks

A PLAIN little gingham school dress can be made effectively smart if it is trimmed with Omo Bias Tape. Omo Bias Tape is an attractive trimming which will last as long as the frock itself.

You can get it in thirteen widths and in various weights, from sheerest lawn to heavier materials—all carefully cut to fit trimly, without a pucker.

For binding seams, buttonholes, trimming rompers, tub dresses and countless other things, you will find Omo Bias Tape invaluable. Always keep it on hand.

If you would like a liberal sample of Omo Bias Tape write for our Booklet #2-B "In Fancy Work and Dressmaking" and both will be sent you free of charge.

THE OMO MANUFACTURING CO.
MIDDLETOWN, CONN.



ELSA BARSALOUX

The Yarn Shop

400 Fifth Avenue, New York
(Opposite Tiffany's)

A shop devoted exclusively to Yarns and original creations in hand knitted and crocheted garments. Complete stock of Fitch's yarns in the most popular and up-to-date colors, such as Marle, Rockwood, Pinks, Pearlylows, Chinos, Groils, Lily, Ashes of Rose and many others in Floss. Also the new Silverglen, a beautiful Silken Floss, and a complete line of knitting and crocheting silks.

Ladies' Fleece Crocheted Tuxedo with Short Sleeves, in Silverglen. Complete Model (un-illustrated) \$20.00
Same model in Floss \$22.00
Materials for making same with instructions.

13-1 on balls Silverglen \$6.75

13-1 on balls Silverglen \$6.10

FREE—Instructions by expert knitters and PRINTED DIRECTIONS given when materials are purchased at the SHOP.



Katharine Brown

Interior Decoration

829 Park Avenue
New York

Corner 95th Street

Telephone BR 6256-6257



From which colors for the decoration on a charming Empire bed and shaded chairs were in color, the rest of the furnishings in shown could be chosen \$125.00.

Katharine Hartshorne

PLATO



STYLE No. 79. PRICE \$8.50

Made in a good quality flannel the
our gingham, orange trimmed,
with ruffle of same material.

"Miss Economy" Presents Another Charming

Queen Make

Dress

Suitable for Street Wear

It will be shown in April at shops
where quality counts.

In addition to its appealing style, this
new model is a typical example of
QUEEN MAKE value in material and
workmanship.

It is the third of the famous QUEEN
MAKE "Economy Sale" features, and
offers a timely money's worth for
thrifty women.

If not at your favorite dealer's—send
us his name and we will see that you
are supplied.

I. GINSBERG & BROS.

Sole Manufacturers of Queen Make Dresses for Mornings,
Porch and Street Wear. Newark and Middlebury, Vermont.

102 MADISON AVENUE, NEW YORK
DEPT. B.

THE STORY OF FRENCH PERFUME



After the Crusades, perfume came into more general use and appreciation. The gallant Knights brought back from the far East rare and wonderful perfumes as gifts to their Ladies.

Today, the World's best perfumes come from France, and Quelques Fleurs, the master product of the master perfumer of Paris, is the most exquisite. Quelques Fleurs is the knightly gift from the marvelous flower-fields of France to Ladies faire of our time.

It is the Aristocrat of Perfumes!

Houbigant
Paris
Master Perfumer
Quelques Fleurs
The world's most exquisite perfume

FOUND AT SMART SHOPS EVERYWHERE

PARK & TILFORD

SOLE AGENTS IN THE UNITED STATES

529 W-42 at Street New York

Sample on receipt of 35 cents



IN THE VANITY SHOPS

THE brilliant hues, exotic motifs and flowing silhouettes of the Far East are now the inspiration of many of the world's leading modistes and couturiers. Alluring as this vivid plumage of the Orient may be, it has a drawback, for, while it enhances the brunette, it is all too likely to extinguish the lovely blonde. There is, however, a way out—not through the adaptation and modification of strong Eastern colors to suit delicate Occidental complexions, but vice versa. By means of especially compounded powders and rouges, the fair faces are transformed—for the time being—that is—from dusky pink-and-whites into glowing *cuir-madame*. It is whispered that the Parisian boulevardiers are now thought of in the fashionable hour with fascinating olive-hued beings, whose narrow slanting eyebrows and marble complexions suggest that the harem of Mohammed's paradise have descended to visit the greatest of world capitals.

A great French perfumer and cosmetic maker, who has for many decades supplied the most luxurious women of the Eastern harem with the powders, rouges and rouges best suited to their dusky beauty, now presents a ravishing assortment of toilet accoutrements to those Occidental blondes, who would appear for the moment as brunettes. Would you follow the transformation? A pale rouge of ready tone is first applied to each cheek just underneath the eyes and over the cheek bones. Cherry, Carnation, Rosebud and Egyptian Poppy are the warm tints used for these pastes, which are very soft in consistency and rub well into the skin, giving the happy impression that the glow arises from the underlying cuticle. Over the pale softening powder should be applied. If the blonde, for example, prefers to all others a clear but pale olive complexion, she may attain it by choosing a shade called *ambre* she would be darkly olive in coloring, Havana should be her choice; if vibrant mauve coloring is her ambition, *ochre* is the answer for her; if ruddiness, rather than brownness, be her aim, *fenice* should be used; while Maharanee and Begon, as their names suggest, give varying degrees of intense brunettes to the underlying complexion.

Eyelashes and lips as well as cheeks, chin and forehead must receive a special treatment if Orientalization is to carry conviction to its beholders. An eyebrow pencil, black or brown, should be used with delicate art to tip the straightish Occidental eyebrow-line at its outer end thus suggesting the long arched setting of the East. Lipstick also should be used in order that the pale lips of the North may assume the rich flowerlike bloom of the East and while it is not so much the case with the eyes and lips be treated with these carefully compounded rouges, powders and pastes. If the blonde is to complete her neck and shoulders—and in this day of transparent hose, itreps and ankles as well—should be carefully treated with the same manner which is applied to the face. A charming exponent of the Orientalization which may be achieved by means of the pale rouge and the nuances of this well-known French house, is an admired American dancer, famous for her agile grace, exquisite clothes, but above all for her rich Ragon coloring. Her courtesiers dress her often in brilliant green, vivid red and dazzling gold and orange. One has but to behold her thus clad to realize that Orientalization has achieved its complete perfection.

Underlying skin and tissue must be fine in texture and firm in quality, be the pigmentation fair or dark, and at no time is it more imperatively necessary to treat them for these qualities than towards the season's end. A delicious tissue cream is to be procured from this French firm. It is soft and delightfully refreshing, but above all it will give vitality, firmness and youthful glow to the facial flesh and to the complexion. If gently massaged into the face

each night, it comes in white, and for the colorless complexion, in a lovely black rose tint.

The prices of these preparations are for the rouge *pâte*, \$3.00, for the face powders *emboussés*, \$1.50 a box, for the tissue cream, \$1.00 a jar.

SO rarely fragrant is *ambre gris*, so desired for by nations, stolen by bandits and sung by poets. One at once regards its presence in a series of luxurious toilet requires now offered to the fastidious by a certain fashion firm. The preparations, richly redolent of pomp and court, form an impressive array, packed as they are in coverings and cases of a noble ivory color, with distinguishing designs in dull gold and unobtrusive green. A face powder is here, exquisitely fine and of beautiful tint—truly fit for a queen, as we are taken and vanishing cream which accompanies it. A woman armed with these must be invincible indeed. These highly desirable preparations cost as follows: The face powder is \$2.50 a box, the vanishing cream is \$1.75 a jar, the talcum is \$1 a case.

A valuable cream may be obtained from this firm, which accords the double purpose of cleansing the skin and building it up. Spread lightly over the face and then wiped off almost immediately, it removes dust and soil; well-massaged into the skin and left on overnight, it will greatly enhance the beauty of the complexion. A tube costs \$7.50 or \$1.25, and a jar \$1.50. A cold-cream soap, a happy addition to one's toilet equipment, especially in winter and during the winter, for it keeps the hands soft and smooth and white, despite cold and dust and frequent washings. Such a soap is to be obtained from the same house. Intended for the rightmost months before leaving the place of its habitation, it has no soft center, but is intensely compact and enduring. Indeed, it is quite wonderfully resistant for its use, as well as for one's hands, and may well be used each morning as a preventive of chapping and a preservative of beauty. \$1 is the price of this useful cake.

The mystery of the blended perfumes of de luxe quality are to be obtained here. One epicurean hand bears the name of a great Rouen family—a name which suggests patronage of the fine arts and appreciation of everything that is exquisite. The liquid bouquet is of choice wine, and smells like an Italian garden in early April, while to complete the delightful atmosphere, the subtle golden carnation perfume is white against a dark hazel-green background. A two-and-one-quarter ounce bottle of perfume costs \$1.75, while the toilet water costs \$3.75 for a three-and-one-half-ounce bottle.

The mystery of the blended perfumes is very delightful, but there are many who still cling to the extracts which are unmistakably of choice wine, and smells like an Italian garden in early April. Here are thirteen such flowery fragrances, smelling—oh, so deliciously—of carnations and roses, of other fresh garden and greenhouse flowers. Truly compounded, they are bottled in clear little flasks of Baccarat cut glass, each containing one-half of an ounce of liquid and costing \$3.75 each.

What, again, could be more perfect for a gift than one of these distinguished little bottles? Are not the poets fairly bubbling over with delectable lines, when they compare scents and flowers with lovely boys or eyes or cheeks? A verse appropriately attached to some of these little bottles would have for the recipient the most charm of beauty and novelty, and would certainly be inimitable. The fragrance comes of one of these extracts, for it may be had in a capacious bottle costing \$1.50.

(Continued on page 172)

Note: Harper's Bazar will send you the names and addresses of any firms mentioned above; or, if you wish, we will be very glad to purchase for you one of the articles described. In ordering, send cheque or money-order payable to Harper's Bazar, with a letter telling just what articles you desire. Please include a cent on the dollar for luxury tax, and 10 cents additional for postage on all letter orders. Address Harper's Bazar Shopping Service, 119 West 43rd Street, New York City, N. Y.



Raven Blue
DRESSES & WAISTS
OF BLACK

In one of these infinitely smart black gowns or blouses, your own personality becomes the dominant thing.

Whatever style you choose, it is sure to be your favorite garment, for it will not only be most becoming, but you can wear it successfully for any occasion. If it's a Raven Blue, you know it's correct.

Write for Booklet "C" showing new Spring fashions and give the name of the store from which you prefer to buy them.

NATIONAL BLACK GOODS CO.
25 West 31st Street
New York

*Styles for
Morning and
Dress Wear*

Not a speck of dust



MENDEL
"DUSTPROOF"
WARDROBE TRUNKS

Look for the Dustproof Mending in the trunk you buy. You will be sure you have a safe trunk. Mendel-Drucker Trunks are made in steamers, wardrobes, dress and hat trunks, and in all grades. Write for booklet and the name of your nearest dealer.

THERE is great satisfaction in knowing that when you unpack your trunk there will not be a particle of dust or dirt on your daintiest dresses, however long and dirty the trip.

Because of its famous exclusive feature, found on no other trunk, you always have that assurance if your trunk is a Mendel Dustproof.

And besides it is a famous trunk known as baggage of distinction in the great hotels and at the fashionable watering places in America and Europe. It is the choice of the people who know—everywhere.

THE MENDEL-DUCKER COMPANY
Department E Cincinnati, Ohio

REAL FRENCH HAIR NETS
The old original quality
\$1.00 a dozen; worth double

"SLIPON"
cap shaped Hairnets in small or large sizes
\$1.00 a dozen; worth double

"FRINGE"
straight shaped Hairnets in extra large size
White and Gray Hairnets in cap or straight shape. \$1.50 a dozen

We can furnish any kind or shade of Hairnets.

Mailed free anywhere by insured Parcel Post

IMPORTERS
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GEORGE ALLEN, Inc.
1214 Chestnut Street, Phila., Pa.
Established 1923

REDUCE *Easily & Naturally*

Three slices of Basy Bread a day --
Reduces your weight in a natural way

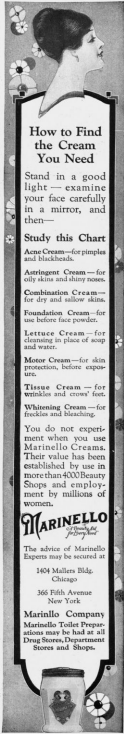
What one woman says:
Doctors' Essential Foods Co.
Orange, N. J.

Dear Sirs:—I have eaten your bread for five weeks and have lost ten pounds. Try truly yours,
Mrs. W. M. Swetland, Pa.

Your friends must have told you about Basy Bread now recognized as the standard weight reducing ration. Basy Bread is not a medicine or drug, but a wholesome and delicious food, substantially prepared. It simply raises three slices of Basy Bread a day, thousands of people have regained their normal weight. No dieting. No medicine. No income taxation.

You will be very much interested in the Basy Breadlet, which is an authoritative statement on Obesity, its cause and cure. Write for your copy today.

DOCTORS' ESSENTIAL FOODS CO. 39 Oakwood Avenue
Orange, New Jersey



How to Find the Cream You Need

Stand in a good light — examine your face carefully in a mirror, and then—

Study this Chart

Acne Cream—for pimples and blackheads.

Astringent Cream—for oily skins and shiny noses.

Combination Cream—for dry and sallow skins.

Foundation Cream—for use before face powder.

Lettuce Cream—for cleansing in place of soap and water.

Motor Cream—for skin protection, before exposure.

Tissue Cream—for wrinkles and crows' feet.

Whitening Cream—for freckles and bleaching.

You do not experiment when you use Marinello Creams. Their value has been established by use in more than 4000 Beauty Shops and employment by millions of women.

MARINELLO
the Beauty of Every Day

The advice of Marinello Experts may be secured at

1404 Malters Bldg.
Chicago

366 Fifth Avenue
New York

Marinello Company
Marinello Toilet Preparations may be had at all Drug Stores, Department Stores and Shops.



*Cupid
Hats*

William Rosenblum & Co.
NEW YORK

The NESTLÉ Permanent Hair Wave



Why abuse your hair and that of your children by curling it every night when you can have a permanent-wave in your own Home?

Try the new Nestle-Home-Outfit, price \$17.50
Over 8,000 sold in the United States

Illustrated Booklet Free

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A pinch of salt.
A dash of paprika.
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Irresistible to a creamy consistency and nerve.
The above can be varied in amounts to suit individual taste.
Sufficient for four people in above proportions.

MORE than eight centuries ago, according to legend, a shepherd tending his sheep near the village of Roquefort, France, left his lunch—consisting of bread and native cheese—in one of the caves that abound in that region. Being suddenly called away, more than a month elapsed before his wandering flock brought him again to the same locality. To his great surprise he found the cheese not only well preserved but that it had a new and delightful flavor.

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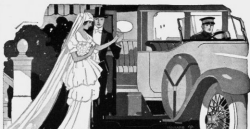
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But you lovely women of today, you have all of Cleopatra's beauty at your slender finger-tips. The shops of the World are yours to choose from, yet all you need is a fountain pen. Jane Jarvis of Harper's Bazar's Shopping Service is the magician who brings them to your feet, for she knows just where to find anything,—and find it quickly. Address her at 119 West 40th St., New York City.



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I will send you letters of en-
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WALKS with natural graceful stride,
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The doll is 28" tall, strongly made and
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In beautiful silk dress, extra fine under-
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Toys, games and playthings of every kind.
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EXCLUSIVE
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The Betty Wales Dress shown above is made of Brachsch. The Betty Wales dealer in your town will gladly show it to you.

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GINGHAM might be a fabric woven by Dame Nature herself, with the wide world for her loom. The greens of the hills, the brown of the road, all the colors of wayside posies, are used in this radiant fabric. And so gingham is the wash material which never loses sway over feminine hearts and fashions. Parkhill Ginghams are made in such a wide range of patterns that you will find it hard to choose a favorite.

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25 YEARS GUARANTEED
Ginghams

The samples shown here, reproducing reduced patterns, are chosen from several hundred patterns, and show the beauty of Glen Roy and Brachloch. Look for the yellow thread along the selvage. Dealers everywhere.

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Makers of
Glen Roy, Brachloch, Toile du Nord, Imperial Chambray

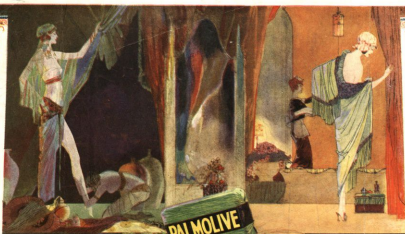
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UNIVERSITY OF MICHIGAN



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Every complexion needs soap

IF you have the superstition that soap does not agree with your skin, one of two things is wrong. You are either using the wrong soap, or the right soap the wrong way.

True, an oily skin needs different care from one which is over-dry. But dirt, oily secretions, powder, that touch of rouge, *must be washed away*. Otherwise they will clog the pores and actually poison the skin.

Cleopatra knew this simplest of beauty secrets. Those who picture her as depending upon cosmetics to enhance her beauty are sadly wrong. It is true she rouged and probably powdered, as most women do today. But thorough, radiant cleanliness was her first law.

How did Cleopatra wash her face?

In Palm and Olive Oils. Nature's gentle cleansers, just as you may today. While hers was a crude combination and yours the perfected blend, the principle is the same.

Buy a cake of Palmolive soap, made from these same fine oils, and follow these simple directions. They will make your skin smooth and soft, your complexion clear, fresh, glowing and rosy.

If you have an oily skin

Rub up a stiff Palmolive lather between your

hands and massage it softly into your skin until it penetrates every pore. Rub gently. You mustn't roughen the delicate texture of the skin with harsh treatment. Use pleasantly warm water.

Then dissolve this creamy lather with gentle rinsing, cooling the water until it is refreshingly cold. Keep on rinsing until you are sure that every particle is washed away—*carrying with it the dirt, excess oil deposits, dead skin, dried perspiration, the remaining traces of rouge and powder—all poisonous deposits which clog pores and invite blackheads, blotches and general skin imperfections.* A clean skin is a healthy skin, as all physicians will tell you.

If your skin is dry

If you must supplement the natural oils of the skin with applications of cold cream, apply a generous coat of Palmolive Cold Cream before you do any washing.

Then follow the same directions given above. Be just as thorough in applying the lather, rinse just as carefully. Dry your face gently with soft clean towel, and then look into your mirror. You will find your skin as smooth as velvet, supple and fine textured. A final touch of the cream may be added as desired.

The striking thing about Palmolive

Manufactured in small quantities Palmolive would be a very expensive soap. But enormous production has reduced cost until its moderate price is a striking feature. The Palmolive factories work day and night—ingredients are imported from coast-to-coast in enormous volume. And so Palmolive costs no more than ordinary soaps. You can afford it for every toilet purpose. Remember there is no greater luxury than a bath with Palmolive. Palmolive soap is sold by druggists everywhere.

PALMOLIVE

The Palmolive Company, Milwaukee, U. S. A.
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